

## CLAIMS

1. A system for distribution and management of electronic vouchers (coupons) comprising:
  - (a) a Carrier Application constituted by a software program operable by a user on a computing device;
  - (b) a Promotion Code Generator embedded in said Carrier Application configured to generate a unique promotion code when a user operates the Carrier Application in a predetermined manner; and
  - (c) an Award Service Website accessible on the Internet which is configured to maintain an award account for a user and to receive a submission of a promotion code generated by the Promotion Code Generator in a Carrier Application for validation and crediting to the user's award account as a validated promotion award corresponding to the promotion code submitted, whereupon the user can transfer, exchange, and/or redeem the validated promotion award.
2. A system according to Claim 1, wherein the computing device is a mobile device from the group consisting of: laptops; PDAs; PDA-phones; and digital phones.
3. A system according to Claim 1, wherein the Carrier Application comprises a set of questions or tasks in an educational or fun game program to be performed by the user, and the user is awarded a promotion code upon achieving a specified level of play, result, or score.
4. A system according to Claim 3, wherein the promotion code is generated from one or more parameters of the group consisting of: game name or ID; game copy number; user ID; user age; user location; device type; promotion type; promotion ID; award won; date; time; promotion code index number; and user score.
5. A system according to Claim 1, further comprising a Promotion Partners Website accessible by a promotion partner on the Internet which is configured to maintain a promotion account for a promotion partner desiring to initiate an electronic voucher promotion, and to enable the promotion partner to specify parameters for the generation of promotion codes

representing respective promotion awards from a selected Carrier Application to be distributed to users in the promotion; and

wherein the promotion codes submitted to the Award Service Website to be validated are sent to the Promotion Partners Website to be checked against the parameters specified for the promotion, and validated promotion award codes are returned to the Award Service Website if the promotion codes fall within the parameters specified for the promotion.

6. A system for distribution and management of electronic vouchers (coupons) comprises:

(a) a Promotion Partners Website accessible by a promotion partner on the Internet which is configured to maintain a promotion account for a promotion partner to initiate an electronic voucher promotion, and to enable the promotion partner to specify parameters for the generation of promotion codes representing respective promotion awards from a selected Carrier Application to be distributed to users in the promotion;

(b) a Carrier Application constituted by a software program operable by a user on a computing device having embedded therein a Promotion Code Generator configured to generate an electronic voucher represented by a promotion code when the user operates the Carrier Application in a predetermined manner;

(c) means for configuring a Carrier Application selected by a promotion partner on the Promotion Partners Website so that its Promotion Code Generator is loaded with the capability to generate selected promotion codes when a user operates the Carrier Application in the predetermined manner; and

(d) means for distributing copies of the Carrier Application to be operated on computing devices of users participating in the promotion so as to generate promotion codes from their operation of the Carrier Application in the predetermined manner; and

(e) means for allowing users to submit promotion codes generated by the distributed copies of the Carrier Application for validation of promotion awards to the users and for tracking the status of the promotion awards through the participating partner's promotion account.

7. A system according to Claim 6, wherein the Promotion Partners Website is configured to enable a participating partner to initiate a promotion by selecting a Carrier

Application and a total number or denominated value of promotion awards to be awarded through the Carrier Application.

8. A system according to Claim 7, wherein with each promotion initiated, a Promotion Bank is established in the partner's account to monitor the status of promotion awards validated and/or redeemed in that promotion.

9. A system according to Claim 8, wherein the status of the specified promotion awards in the Promotion Bank is initially "free", but is changed to "validated" with each promotion code that is submitted and validated.

10. A system according to Claim 6, wherein the Carrier Application loaded for generating promotion codes is transmitted to the one or more distribution websites to be used for downloading copies of the Carrier Application to users.

11. A system according to Claim 6, wherein copies of the Carrier Application are distributed to users offline through physical distribution channels such as in stores, promotion packs, publication inserts, etc.

12. A system according to Claim 6, further comprising an Award Service Website accessible by users on the Internet which is configured to maintain an award account for a user and to receive a submission of a promotion code generated by the Promotion Code Generator to be validated and credited to the user's award account as a validated promotion award corresponding to the promotion code submitted, whereupon the user can transfer, exchange, and/or redeem the validated promotion award with other users or with a participating partner, or with a participating redemption center or website.

13. A system according to Claim 12, wherein the promotion codes submitted to the Award Service Website are sent to the Promotion Partners Website to be checked against the parameters specified for the promotion, and validated promotion award codes are returned to the Award Service Website if the promotion codes fall within the parameters specified for the promotion.

14. A system according to Claim 8, wherein the number of promotion codes and/or number of copies of the Carrier Application distributed is unlimited, while the number of promotion codes that may be validated as promotion awards is limited by the total number or denominated value of promotion awards specified in the Promotion Bank.

15. A system according to Claim 14, wherein when a user redeems a promotion award, the status of the promotion award in the Promotion Bank is changed back to "free", so that the promotion award maintained by the Promotion Bank may be used for validating a next submitted promotion code, whereby promotion awards can be repetitively and regeneratively issued and circulated through the Promotion Bank.

16. A system according to Claim 8, wherein the number of promotion codes and number of copies of the Carrier Application distributed is limited by the total number or denominated value of promotion awards specified for the Promotion Bank, and each copy of the Carrier Application can generate only a limited number of promotion codes that it is loaded with, and promotion codes submitted to the Promotion Bank are validated up to the allowed number or denominated value.

17. A system according to Claim 8, wherein the number of promotion codes and/or number of copies of the Carrier Application distributed is unlimited, and the promotion codes are validated for award points which can be accumulated in the user's award account for redemption of a promotion award from the Promotion Bank, so that an unlimited numbers of award points may be repetitively and regeneratively issued to users, subject to the availability of promotion awards maintained in the Promotion Bank.

18. A method for distribution of electronic vouchers (coupons) from a software carrier application operable on a computing device comprising:

- (a) installing a Carrier Application on a user's computing device;
- (b) providing a Promotion Code Generator embedded in said Carrier Application which is configured to generate a promotion code when a user operates the Carrier Application in a predetermined manner; and

(c) awarding an electronic voucher to the user in the form of a unique promotion code generated by the Promotion Code Generator when the user operates the Carrier Application in the predetermined manner, displaying the promotion code and any associated promotion information to the user on a display interface for the computing device, and storing the generated promotion code in memory on the computing device for later retrieval for validation, exchange and/or redemption.

19. A method for distribution of electronic vouchers according to Claim 18, wherein promotion codes are repetitively generated whenever the user operates the Carrier Application in the predetermined manner until one or more events of the following group occur: (i) an expiration date for the generation of promotion codes is reached; (ii) an allowed number of promotion codes to be generated is reached and no more codes are to be generated; and (iii) no more promotion awards can be validated for the promotion codes.

20. A method for distribution of electronic vouchers according to Claim 18, wherein the Carrier Application is a downloadable game software, and the user's computing device is a mobile computing device such as a laptop, PDA, PDA-phone, or digital phone.